



REQUEST FOR PROPOSALS

INFORMATION SERVICES at the Burlington Waterfront

ISSUED BY: City of Burlington, Vermont,
Department of Parks & Recreation
DATE OF ISSUE: October 28, 2010
DUE DATE OF PROPOSAL: November 17, 2010

GENERAL INFORMATION

Questions concerning the RFP should be directed to:

Nancy Bove, Special Events Coordinator
Department of Parks and Recreation
645 Pine Street, Suite B
Burlington, VT 05401
(802) 865-7247

BACKGROUND INFORMATION

The City of Burlington (the City), Department of Parks and Recreation (the Department), requests proposals from interested parties for a service contract for an operation that will enhance way-finding and dissemination of information to users of the Burlington waterfront. The Department is interested in staffing an Information Center on College Street, stocking brochure racks in the Burlington Community Boathouse and at the North Beach Campground.

PROPOSAL INFORMATION

Description:

The Information Center sits in a new building (see floor plan, attached) at the foot of College Street proximal to ECHO, the Ferry Docks, the Bikepath, Lake Champlain Sailing Center, the Spirit of Ethan Allen III, as well as many other shops, boutiques and restaurants.

The Burlington Community Boathouse is also located at the foot of College Street and acts as the center of a very busy and evolving waterfront. The CCTA operates a free

shuttle service between the waterfront to the shops and restaurants of Church Street and beyond to UVM and Fletcher Allen Hospital. There is a high volume of traffic at this location.

Parameters:

- Operating Dates and Hours:
Memorial Day to Labor Day: 10:00 am – 8:00 pm
Labor Day to October 15: 11:00 am – 7:00 pm
- Any fixed improvement(s) made to the Information Booth at the expense of proposers shall meet Department and/or City requirements and approval. Such improvement(s) will become the property of the Department unless agreed to separately by agreement/addendum.
- Proposers are advised that they will be expected to be current with all tax payments due to the City at the time proposals are considered. Once a contract is awarded, the successful proposer must remain current with all tax obligations due the City.
- Proposals for service(s) rendered shall meet all City, State and Federal regulations, licensing and insurance requirements.
- A comprehensive liability insurance policy protecting the service and naming the City of Burlington as "Additional Insured", from any loss or liability arising out of service's activities must be provided by the successful proposer before a contract can be signed. The limits of this policy shall be no less than one million dollars single limit coverage, and may be higher depending upon the proposed service.
- Merchandise sales are prohibited at this time.

TYPE OF CONTRACT

The City intends to enter into an agreement for a one year contract period.

PROPOSAL FORMAT

- Letter of Transmittal and three copies of the proposal
- Description of company, including size and location of office; mission statement, years in operation; experience in servicing Burlington.
- Description of how you intend to manage and operate the Information Center and the stocking logistics of the other facilities. Provide sufficient detail so that the Department may adequately determine whether the service is in the best public interest. Some examples of "sufficient detail" might be to list potential operational problems and solutions to those problems or a list of improvements deemed necessary to city property; and/or how the successful contract might address operations, maintenance, and/or additionally incurred utility costs.
- Details on the visual, auditory, etc. aids to be used in the Information Center that you would use to help disseminate information.
- Details about how your staff finds and accesses information for customer questions

- Details of how you intend to exchange information and create a working relationship with City staff as necessary or desired.
- List of references with contact names and telephone numbers (3 references minimum).
- Qualifications of management and qualifications of the staff that will be interacting with the public.
- Proposed compensation to the City for privilege to operate on public property.
- Description of what you emphasize to your staff as the key aspects of their work
- Provisions for maintenance and service of the Information Center and surrounding area including such items as cleaning, trash removal, and window washing.
- There will be an opportunity for revenue generating business. Please list possible business opportunities and related expenses and projected revenues such as ATM machine, advertising space and rack rental income.
- Details of how you solicit businesses for brochure distribution.
- Financial details of what/how you charge businesses for your service.

PROPOSAL EVALUATION

A selection committee will evaluate each proposal. Evaluation criteria will include but will not be limited to:

- Compensation to the City
- Overall look and completeness of the proposal
- Understanding of objectives and desired end product
- References, reputation, and qualifications relative to professionalism and effective communication and the sources/aids of that communication
- Alternative business opportunities on the site such as scrolling advertisements.

DEADLINE FOR RECEIPT OF PROPOSAL

All replies and proposals in response to this RFP shall be received in sealed envelopes and clearly marked "Information Services" at the address shown above not later than 2:00 PM on Wednesday, November 17, 2010 at which time they will be publicly opened and recorded. Three sets of proposals must be submitted. Late replies **will not** be considered.

REVISIONS TO THE REQUEST FOR PROPOSALS

If it becomes necessary to revise any part of the RFP, an addendum will be sent to all proposers who received the original document.

LIMITATION OF LIABILITY

The City of Burlington assumes no responsibility for costs incurred by Proposers in responding to the RFP, or in responding to any further request for interviews, additional data, etc., prior to the issuance of a purchase order or execution of an Agreement.

REJECTION OF PROPOSALS

The City of Burlington reserves the right to reject any or all proposals, or to award a purchase order in the City's best interest.

CITY OF BURLINGTON REQUIREMENTS

Proposer is responsible for compliance with all local, state, and federal permits or requirements needed to operate such a business at this location.

PUBLIC RECORDS POLICY

Due regard will be given for the protection of proprietary information contained in all proposals received; however, vendors should be aware that all materials associated with the procurement are subject to the terms of the Vermont Access to Public Records Act (1.V.S.A. Ch. 5, Subchapter 3) and all rules, regulations and interpretations resulting there from, including those from the Board, the office of the Attorney General of the State of Vermont, and the office of the Vermont Secretary of State, and any other applicable rules, regulations or judicial decisions regarding access to the records of government.

It will not be sufficient for vendors to merely state generally that the proposal is proprietary in nature and not therefore subject to the release to third parties. Those particular pages or sections which a vendor believes to be proprietary and of a trade secret nature must be specifically identified as such and must be separated from other sections or pages of their proposal. Convincing explanation and rationale sufficient to justify each exemption from release consistent with Section 316 of Title 1 of the Vermont Statutes Annotated must accompany the proposal. The rationale and explanation must be stated in terms of the prospective harm to the competitive position of the vendor that would result if the materials were to be release and the reasons why the materials are legally exempt from release pursuant to the above-cited statute. Between a vendor and the State, the final administrative authority to release or exempt any or all material so identified rests with the State. All such materials should be submitted in a separate sealed envelope and marked "CONFIDENTIAL".